

# The DALLAS Magazine

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## ***In This Issue:***

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HOLDS IN STORE FOR DALLAS ♦ WHAT PRICE SERVICE ♦ OAK CLIFF NEWS ♦ EDITORIALS  
MEETING THE NEEDS OF BUSINESS ♦ DETAILED POPULATION STATISTICS FOR TEXAS



# In Spite of Taxes and High Water

We hear of threatening floods, and our tax statements get higher, but we are doing our level best to give this city in 1932 the finest gas service in its history. We have pipe lines across the Trinity, and one for good measure UNDER the Trinity. Our field lines swing across several steel bridges, secure from high water.

Taxes alone cost this system \$6.48 a year for every customer it serves.

Nevertheless we have kept your Dallas gas so rich and inexpensive that 15 cents' worth a day the year around is the household average for heating, cooking and hot water.

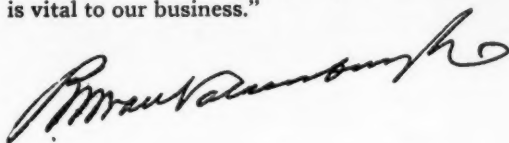
LONE STAR  
The Dallas  Gas Company  
GAS SYSTEM

# "FIVE TEXAS BRANCHES BUY IN TEXAS

Says R. W. VAN VALKENBURGH

Southwestern District Manager  
Graybar Electric Company, Inc.

«I AM glad to report that practically all the office supplies of our five Texas Branches are purchased in Texas. We urge our customers to buy from Texas Jobbers and try to practice what we preach. While in no sense do we subscribe to the policy of building a wall around Texas, we do believe in supporting local dealers and do it whenever practical, as the prosperity of the State is vital to our business."




Intelligent application of a policy of buying from local merchants is good business, because the policy is fundamentally sound. Blind adherence to the policy, regardless of price and quality, is foolhardy, of course. In the instance of office equipment and supplies, it has been proved time and again that these items can be bought in Dallas as cheaply as anywhere else in the United States . . . in many cases

The More  
You Buy  
In Dallas  
The More  
Dallas Can  
Buy From  
You

cheaper, and without sacrifice of quality. Your firm, whether a branch or home office, can buy profitably and economically from the firms listed on this page. In doing so you help local business . . . from whence comes your business . . . because your prosperity depends on their prosperity. When next you want office supplies or equipment investigate the Dallas market.

## The Dallas Stationers and Office Equipment Dealers

BENNETT PRINTING CO.

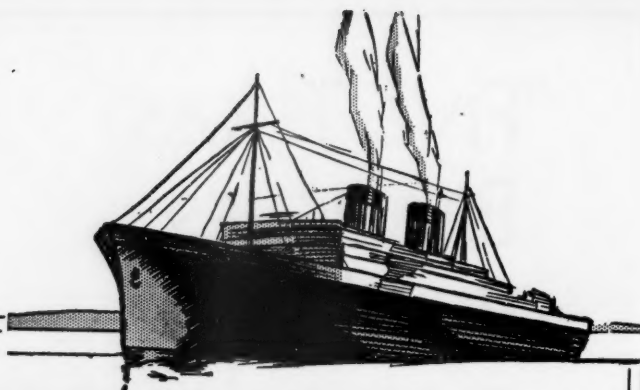
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ASKEW STORES

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PARKER BROTHERS, INC.

DALLAS OFFICE SUPPLY CO. CLARKE AND COURTS THE DORSEY COMPANY



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# VALUES WILL RISE

The Economical  
Scale Will Return  
To Normal  
Balance  
So » »

## FIRMS COOPERATING IN THIS CAMPAIGN

### Abstracts

**Stewart Title Guaranty Co.**  
1221 Main Street — 2-8491

### Architects

**E. C. Smith & Sons**  
513 Construction Building — 2-5504

### Brick and Roofing Tile

**Fraser Brick Company**  
Central Bank Building — 2-1414

### Cement

**Lone Star Cement Co. Texas**  
1401 Santa Fe Building — 2-1486

### Concrete and Building Materials

**Penniman Concrete & Mat. Co.**  
3000 Junius Street — 3-2121

### Flowers, Decorating,

### Landscaping

**Lang Floral & Nursery Co.**  
1214 Main Street — 2-2484

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**Hart Furniture Company**  
1933 Elm Street — 7-3056

### Insurance

**A. C. Prendergast & Company**  
Agent—Travelers Insurance Co.  
Republic Bank Building — 7-8261

### Loans

**J. W. Lindsley & Company**  
1209 Main Street — 2-4366

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**Griffiths & Company**  
918 S. Lamar Street — 7-3153  
**Robinson-Brewington Lbr. Co.**  
2021 McKinney Avenue — 2-9021  
**Temple Lumber Company**  
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**Mosher Steel & Machinery Co.**  
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TO BUILD NOW is to invest in a commodity that will rise in value. Consult with the firms listed on this page. They will help you plan, buy, build, furnish and decorate a new home, apartment or business property.

"BUILD WHILE CONSTRUCTION COSTS ARE LOW"

# Largest Newspaper Circulation in Texas

The Dallas News has a larger circulation than any other newspaper, morning or evening, in the State.

The Dallas News and Journal have a greater *combined* circulation than the morning and evening papers issued by any other publishing institution.

## Circulation of Texas Newspapers

As shown by statements made to the Government and filed with the Post Office Department, showing increase or decrease during the past six months.

### CIRCULATION

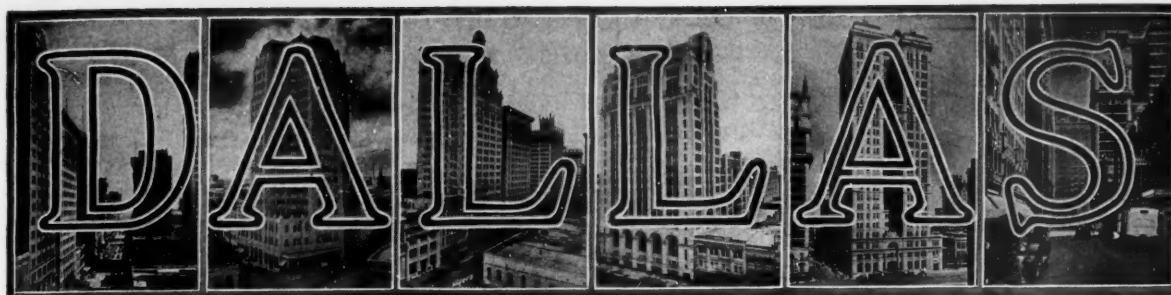
Daily and Sunday Average on Seven-Day Papers

NEWSPAPERS	October 1, 1930	April 1, 1931	October 1, 1931	Change in Last 6 Months	
				Gain	Loss
1. DALLAS NEWS.....	92,474	90,558	96,265	5,707	
2. Ft. Worth Star-Tele. (Morning).....	112,630	104,794	89,951		14,843
3. Houston Chronicle.....	90,715	87,854	85,333		2,521
4. Houston Post-Dispatch.....	74,692	74,247	73,066		1,181
5. Dallas Times Herald.....	65,572	65,191	64,080		1,111
6. San Antonio Light.....	48,197	50,068	51,536	1,468	
7. Ft. Worth Star-Tele. (Evening).....	35,661	35,350	50,932	15,582	
8. Houston Press.....	46,235	48,288	50,034	1,746	
9. DALLAS JOURNAL.....	45,003	44,218	46,028	1,810	
10. Fort Worth Press.....	39,877	42,115	44,434	2,319	
11. San Antonio Express.....	41,431	42,236	41,791		445
12. Dallas Dispatch.....	37,561	40,662	41,664	1,002	
13. San Antonio News.....	38,670	40,181	39,292		889
14. El Paso Herald.....	19,696	19,519	28,940	9,421	
15. Amarillo Daily News.....	25,391	25,003	24,212		791
16. Beaumont Enterprise.....	24,570	23,164	21,905		1,259
17. Waco News-Tribune.....	21,280	19,776	19,387		389
18. Wichita Falls Times.....	22,265	19,932	18,566		1,366
19. El Paso Times.....	12,682	12,381	15,648	3,267	
20. Beaumont Journal.....	16,022	15,721	15,466		255
21. Austin American.....	15,276	15,213	14,929		284
22. Wichita Falls Record-News.....	16,533	15,101	14,383		718
23. Austin Statesman.....	10,944	11,005	11,510	505	
24. Amarillo Globe.....	12,092	11,624	10,917		707
25. Abilene Morning News.....	9,232	8,917	10,171	1,254	
26. Waco Times-Herald.....	11,787	10,450	9,794		656
27. Abilene Daily Reporter.....	7,691	7,540	7,884	344	
28. Brownsville Herald.....	6,912	7,386	7,513	127	

**THE DALLAS MORNING NEWS**

**THE DALLAS JOURNAL**

MEMBERS: AUDIT BUREAU OF CIRCULATIONS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

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Volume 11

JANUARY, 1932

Number 1

# My Impressions of Dallas and the Great Southwest

By HERBERT L. LAUKE, I. E. Dr. Ing.,  
Leipzig, Germany

(EDITOR'S NOTE: — Dr. Herbert L. Lauke, I. E.—Ing. of Leipzig, Germany, recently completed an extended tour of all the principal cities of the United States, including Dallas and several other cities in Texas. The purpose of Dr. Lauke's trip was to secure first hand data and information applying to the present status of industrial development and commercial aviation in this country; also the future possibilities of these, as well as other important phases of progress. This being the initial visit of Dr. Lauke to the United States and the great Southwest, makes his statements all the more interesting and effective. The stranger within our gates can oftentimes point out to us advantages and possibilities which we have failed to recognize.

The following impressions written by Dr. Lauke upon his return to Leipzig, Germany, were recently received by Mr. Ray A. Foley, Consultant for the City and County of Dallas Levee Improvement District, with whom he spent considerable time during his visit in Dallas. Mr. Foley also received a large city map of Leipzig and a report covering the reclamation and flood control project in process of construction in Leipzig. The map of Leipzig has a striking resemblance to that of Dallas and the above mentioned project compares favorably with our flood control and reclamation project.

We thank Dr. Lauke for his generous and interesting impressions of Dallas and the Southwest, also for permission to publish same.)

THE depression which overcame Germany and most of the other countries late in 1929 and 1930 prompted me early this year to interrupt my professional work in industry and management in order to study industrial management and efficiency, as well as other conditions, in the United States. Never having visited the United States and always having had a keen desire to do so, I took advantage of this quiet time in Germany to make the trip.

In some respects it has proven to be not the most advantageous time, since most of the large industrial plants in the United States were working far below their normal capacity. On the other hand my trip this past year—the worst in our industrial history—has been of great value. It gave me an opportunity to analyze the districts and cities where the depression only appears to be of temporary consequence as compared with other industrial areas where investigation seemed to prove the present situation would have a continuing effect.

Before my departure from Leipzig I received many letters of introduction and recommendation to large plant and transportation companies. These letters were furnished me by a number of German Engineers and Industrialists who had visited the United States in previous years. To my surprise, all of these were directed to establishments located in the eastern and a few middle western States. When I expressed a desire to visit the Western

as well as the Southern States, my advisors told me I would be unable to find anything of importance in industrial development in these areas. It seemed rather strange to me that my advisors had only visited the Atlantic States and a few had gone as far west as Chicago and St. Louis, and I, therefore, resolved to take enough time and include in my itinerary cities with which they were not familiar. I wish to add that a number of American Engineers whom I met soon after landing in New York, had the same ideas as my German friends—that going to the West meant only a pleasure trip.

A stranger coming for the first time to the American continent and landing in New York is deeply impressed by its imposing skyline. This initial impression exemplifies the immensity and grandeur of your wonderful country. In my case, this impression became more and more concrete as I visited many large industrial works and travelled from city to city; from coast to coast and from Canada to the Mexican border. Many times I thought "this is truly the land of great opportunity."

Along with the many good impressions, I received some bad ones as well as disappointments. For the most part, your eastern and middle western cities are dirty and poorly maintained compared to our cities in Central Europe. They seem to lack uniformity and proper planning. Invariably, beautiful new and modern structures are blighted by old dilapidated



buildings nearby. Residential sections, with the exception of recently developed areas, are for the most part rather haphazard in appearance. One sees beautiful well preserved residences on the same street with small, shabby homes. The majority of the areas near industrial districts are dirty, unsanitary and poorly planned and maintained. We have in Germany many old buildings in all our cities—many of them are centuries old. They are all kept in order and very seldom you see a building of any kind which has been purposely neglected. Particularly, in your older cities, except Washington, D. C., one almost has to search for the beauty spots.

America is known as a country of contrasts. Wealth and poverty reach greater extremes than in all other countries. The same phenomena is observed in many other respects. You have the finest roads as well as the poorest; the most modern motor cars, yet many very old ones; the tallest, most beautiful and valuable buildings, yet thousands that are dirty and dilapidated, and so on. You may consider all you wish, America is a land of striking contrasts which are most noticeable to the stranger.

After visiting many cities, smaller towns and little villages in the Eastern States, I became accustomed to these contrasts and accepted them as a matter of fact concluding it was ever thus over the entire United States.

After having studied intensively many manufacturing processes and plants in the East, I concluded in spite of my previous advice to take a trip to the West. Such a trip would offer, as suggested, a very good recreation and at the same time an opportunity to observe and study air transportation. I received a very welcome and greatly appreciated invitation from the American Airways to inspect their lines and especially visit their maintenance shops in St. Louis and Dallas, Texas.

Because of the summer heat, I had first intended to choose the northern route flown by Boeing, but having been a meteorologist since my earliest youth, I knew that in July it often is hotter in the Northern States than in the South. I didn't regret having accepted the invitation of the American Airways. Besides seeing their excellent equipment in St. Louis and Dallas, in fact in all their sky harbours, the trip revealed to me a beautiful new country—the country of the future—TEXAS in the GREAT SOUTHWEST.

The first city I visited West of the Mississippi was the fine city of Dallas. I reached Dallas by aeroplane from New Orleans, through the courtesy of the American Airways Corporation. My first impression when riding from the

Love Field Airport to the business district, was the general cleanliness of the city and the fine appearance of all the buildings. I was aware at the end of the first day of my visit that I was in a wonderful city, which in many respects offered an astonishing contrast to many of the Eastern and middle Western cities I had already visited.

My visit in Dallas, as well as most of the other cities in the Southwest and on the West Coast, served to give me quite another viewpoint and impression of your country, compared to what I had gained from my trip through the Eastern and middle Western States.

During my visit in the East I formed the opinion that the business depression in America was almost as severe as in Europe and that this country was just as over-crowded and over-developed as Europe, but in Texas I got quite another impression.

I consider Dallas the most important city in the Southwest. What I saw there was indeed surprising. The worldwide business depression has not had as serious effect in the Southwest as in other sections of the United States which I visited and I believe it will recover very rapidly. I predict a great amount of industrial development will take place in Texas during the coming years. Anyone who has become familiar with the extensive natural resources of your section of the country and who have felt the real PIONEER SPIRIT, which is so famous but sleeping at the present time in the other parts of the United States, cannot deny the great possibilities and opportunities for the Southwest in the near future.

California and other States of the West have thus far experienced a good share of their industrial development, and unquestionably Texas is next in line.

When I saw for the first time a map of the City of Dallas I was much surprised to find that it was very similar to that of my native city of Leipzig. In Dallas, as in Leipzig, the main business district and major residential section lies east of a vast area subject to flood and for this reason serving as a separating barrier between the eastern and western sections of the city. The flood area in Leipzig is not quite as large as the one in Dallas and the damage of floods is not as severe; otherwise the areas are very similar both as to character and location.

There are two rivers in Leipzig—the Elster and the Pleisse—which come together after passing the city and run north and south practically in the same relative location as the Trinity River does through Dallas. In Leipzig, as in Dallas, the valley of these rivers extend-

ing through the heart of the city has constituted a wide area which could not be used for any profitable development and served as a breeding place for disease.

Leipzig, of course, is a much older city than Dallas as well as larger, having a population of approximately 500,000. In 1905 the city, as well as the government, prepared plans for the reclamation and flood control of the area above referred to and also for the building of highway structures in order to better connect the western suburbs with the city proper. Five years later, in 1910, I find that a prominent engineer, Mr. Geo. E. Kessler, in the much smaller city of Dallas also proposed similar plans to reclaim and utilize the vast area of the Trinity River lying in the heart of that city. The costs for embankments and bridges involved in the Leipzig project is about one-fifth the total estimated sum which I understand the Dallas project will cost. The Leipzig project is now practically completed after having been interrupted for several years during and after the World War. I was told while in Dallas that the construction work on your project was not actually started until July, 1928, and you are to be congratulated on the remarkable progress which has been made on this wonderful and beneficial undertaking. There is one difference between the Leipzig and the Dallas projects. The reclaimed area in Leipzig is being developed for residential and business purposes rather than factories—the industrial section being located further west but for the most part near the industrial barge canal.

In speaking of our industrial canal, it calls to mind many interesting things which I learned in reference to the proposed project of the canalization of the Trinity River from Ft. Worth to the Gulf of Mexico. I consider the canalization of the Trinity River as one of the most important projects ever undertaken. Making the Trinity River navigable and connecting it with the intercoastal system will be of immense importance and value for industrial and agriculture; for export and import.

In addition to the great reclamation and flood control project, Dallas is very similar to Leipzig in other respects. Leipzig is a distribution center and is famous throughout the world for its great Fair. Dallas likewise is the distribution center of the Great Southwest and due to its fortunate geographical location I feel will continue to maintain this distinction. I further predict it will be the greatest industrial center of the Southwest as soon as your industrialists come to realize the opportunities and advantages which will unquestionably accrue to any industry which locates in your fine city.

(Continued on page 19)



# New Uses for Cotton Adds Much to Wealth of South

By R. E. ROBERTSON

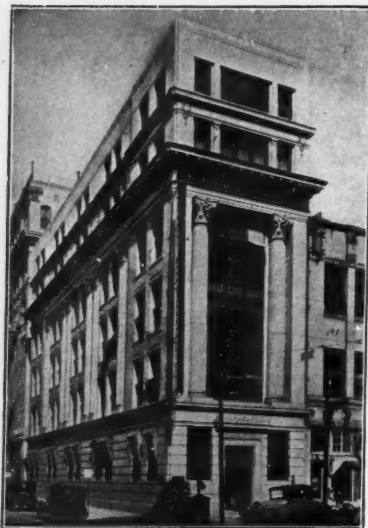
**F**OR the past few months our daily newspapers and magazines have been full of articles about the South's "too much cotton". Our Governors, Legislatures and many individuals have suggested plans for the relief of the South's great dilemma. Much has been said about the lint but little about the enumerable uses of cotton-seed and its by-products. Few people realize the vast importance of this industry and the enormous wealth invested. Fourteen Southern states produce annually about 15,000,000 bales. Texas raises about one-third of this amount, therefore, one can readily see the great wealth realized in Texas alone. A survey cost report shows a total revenue from all mills during the last three years was \$752,154,086.00. Of this amount \$499,079,131.00 or 66.4 per cent, went to the growers of seed. From cotton-seed products we get our refined oils for cooking, soap manufacture and the like. Cotton-seed cake gives us food products and fertilizer. From cotton linters, rayon, lacquers, bakelite, paper, artificial glass, sausage casings, motion picture films, fountain pens, imitation ivory and phonograph records, and many other commodities are made. It has been said that some day the cotton plant will be grown for its seed rather than for the lint. In spite of the number of items already made from cotton and its by-products the industry is still in its beginning. The Southern farmer and oil mill men have been sleeping on their own rights. For instance, the cotton bale is wrapped in jute. Cotton-seed meal is also wrapped in this same material. Why not use cotton? What is needed is a higher grade of cotton and more uses for it. If some organization or body of business men would raise a suggested sum of money, around \$10,000.00, to be distributed among those writing the best papers for suggested new uses for cotton I believe the plan would elicit thousands of replies and many of them would contain worth-

while suggestions. This kind of a campaign would result in the extended use of cotton because it would focus the thought of many people on a problem the South

will have to face and solve. This could be accomplished through the agency of local newspapers over Texas and by the use of the radio.



Illustration Courtesy National Cotton Seed Products Association.



## Dallas

Official Organ of the Chamber of Commerce  
Published Monthly

E. C. WALLIS, EDITOR  
EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 11 JANUARY, 1932 No. 1

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ADVERTISING RATES ON APPLICATION

# What 1932 Holds In Store for Dallas

"Nineteen Thirty-One has, to some, been fraught with great hardship and bitter disappointments. To others it has brought fair results of a year of determined, forward planning and conscientious effort toward measuring up to that high standard of efficiency and helpful service which characterizes great men and great businesses.

"We stand now on the threshold of another year. For all it should hold high hopes and new courage to use past records only as stepping stones toward greater achievement. The new year offers opportunity for modernized methods, clarified thinking and broadened leadership in many lines of endeavor. It holds a marvelous opportunity to extend and improve the service which we render in every direction.

"The year now dawning offers but little to those who lag, but to those who are willing to keep step with the march of progress, it offers everything!"

—A. M. MATSON.

"What 1932 has in store for Dallas can perhaps best be summarized by anticipating the results of projects and movements initiated in 1931.

"Briefly, they are as follows:

"1. The establishment in Dallas of the Oil Well Supply Company by a removal of its business from Pittsburgh, Pa., thereby establishing Dallas as the oil center of the nation. This is surely to be followed by the removal of other concerns to Dallas and the orderly development of the oil fields of Texas, all of which must of necessity be of great benefit to Dallas.

"2. The canalization of the Trinity River to the Gulf of Mexico will in all probability reach the point in 1932 where it can be established as a certainty. What this means to Dallas can hardly be estimated.

"3. A more intelligent farm program for the territory surrounding Dallas and perhaps all of Texas, is a foregone certainty which insures a more adequate return to the farmer during 1932 than has perhaps been experienced for a good many years.

"4. A revival of all industry as a result of concentrated effort on the part of all agencies, both governmental and pri-

vate, seems a reasonable certainty, and with this revival unemployment will gradually diminish.

"5. Perhaps the greatest benefit to be derived from the year 1932 will be the realization of the errors of the preceding years and the determination that these errors shall not be duplicated at least within the present generation.

"Altogether, it seems to me that the year 1932 holds much of promise for Dallas, and for the realization of that promise we need to exercise only the proper amount of energy, courage and confidence."

—ARTHUR L. KRAMER.

■ ■ ■

"Dallas should exert every possible effort during 1932 in the interest of industrial expansion of the cities, towns and communities located in the vast trade territory which surrounds this huge banking and jobbing center. Dallas is located in the heart of a rich agricultural area, one that has not been industrialized to any extent. Such sections of the country need a balance between agriculture and industry with the attendant benefits which will accrue to both from such a condition.

"Any industrialization which anticipates nothing but million-dollar corporations is off on a tangent. A group of small industries would undoubtedly be more advantageous than one of the total aggregate of such a number. Seasonal fluctuations which might influence one large industry would not necessarily reflect in a group of smaller business enterprises. It should, therefore, be remembered that industrialization needs diversification just as does our former agricultural system.

Any industrial activities pointed to the development of Dallas must include development of the trade territory. The economic trend is toward decentralization. I, therefore, set this activity at the head of the list of things which Dallas can well afford to pursue in its plan of industrialization which is so urgently needed at this time. Some member of the Dallas Chamber of Commerce staff should devote time in assisting the smaller communities in Dallas' trade territory in such endeavors."

—JOHN W. CARPENTER.

# What Price Service

A Gold Mine of Information  
Is Available To Business Men

It hasn't been so very many years ago that the cash and carry idea began to spread to grocery stores in all parts of the country. The idea had already been used here and there, of course, but it took a sudden expansion that attracted the attention and the comment of business men everywhere whether they were actually in the grocery trade or not. As usually happens with anything new, this turn of business aroused alarm or suspicion or enthusiasm depending mostly upon the interests of the persons concerned, and how much they might be affected by this sudden fashion for cash and carry. The subject occupied a prominent place on the programs of trade association meetings. It monopolized a good part of the space in trade papers, and prophets of disaster for one method or the other could be found, without looking, in large cities and small villages.

It's interesting now to go back and look over the trade papers and the forecasts of the time. Apparently, the two sides of the question had about an equal number of supporters, all very dogmatic in the presentation of their views. The cash and carry advocates, on the one hand, drew a picture of the housewife of the future going to the store, laying hard cash on the counter in return for a manila bag full of groceries to be taken home under her arm. On the other side of the question, the credit and delivery partisans were equally positive that nothing could finally win the housewife away from the convenience of simply stepping to the telephone, relaying her order to a clerk, and later finding her daily food supply at the back door. This debate naturally had an all absorbing interest for grocers, who had to make a choice between one or the other of the two methods for their own establishments. But the question would never have provoked the widespread interest it received, had it not had a far wider significance. All business men felt that a trend was being established, one that might later affect them and their own concerns.

The older type of retail store really dealt in two things. One was food and the other was service. In the same way, though to a lesser degree in some instances, manufacturers and wholesalers attract business by offering such intangibles as convenience, full stocks and

The Louisville Survey of retail grocery outlets conducted by the U. S. Department of Commerce, has revealed a wealth of information that should be in the hands of every grocer in the United States.

The retail grocery field has been conspicuous for its high mortality rate. "Costs, Markets and Methods in Grocery Retailing" will point the way to profitable operation, the goal of every business.

With lower commodity prices, increasing demand for service on the part of the consumer, creating the most dogged type of sales resistance we know, no merchant can afford to be without accurate information. This report of the U. S. Department of Commerce is the guide line for profits in the retail grocery field.

Copies can be secured by communicating with the District Office Manager, Bureau of Domestic and Foreign Commerce, 602 Chamber of Commerce Building, Dallas.

prompt delivery. The question was: Had service elements been given a greater importance than they deserved? Grocers who had pinned their faith to the cash and carry idea were by that very fact answering in the affirmative. They were staking their capital and their energies on the faith that customers were interested only in commodities and prices and gave little or no thought to the convenience of service. On the other hand, they were competing with those who were risking no less on the opposite idea. No wonder business men generally were keenly interested in the results of this practical experiment in the grocery trade. There was a laboratory in which the whole service idea was being tested.

Meanwhile, the forecasters were not behind hand with their predictions of the eventual outcome. All of them claimed the backing of cold logic and sound economic theory, but they were far from being in accord on their con-

clusions. Indeed, they produced two completely contradictory sets of answers. On the one hand, those who championed the cause of credit and delivery were dogmatic in their belief in this way of doing business. They pointed out that the older type of store had not grown up overnight. It was the product of centuries of evolution. Its various methods grew out of the best thought of generations of merchants. Service, they said, always had been and always would be a dependable salesman. The word itself, they argued, had been taken as the motto of some of our largest clubs and associations. It stood for an American business ideal. We have no higher word of praise for a merchant than the time-worn expression: "That's what I call service!" Moreover, they pointed out, the convenience of ordering by telephone had stood the test of time because it saved both time and trouble for the housewife. How much more would the service be in demand with a host of new activities competing for the minutes and hours of the housewife? The radio, the movies, the bridge club, all were the allies, they claimed, of the delivery grocer. And as for that other important service—the charge account—there was scarcely any need of making out its case. Credit has always been a business getter. Its drawing power was too well known to need a defense.

On the other hand, the advocates of the cash and carry principle were not without equally convincing arguments. They pointed out that most families owned automobiles, so it was no great inconvenience for the housewife to drive to the grocery store. Once there, she had an opportunity to see what she was getting. In these days of universal suspicion, this alone might be no small advantage. In addition, the housewife in the store had an opportunity to look about at all of the merchandise on display. It was only logical to suppose that in the process something she would like to have would catch her eye. And so, she would be inspired to make an additional purchase that she would never have thought of while looking only into her own refrigerator, or into the mouthpiece of her telephone. In other words, the store itself was a valuable advertisement of its merchandise when the housewife came to the store. That would logically mean a larger average purchase,

(Continued on page 27)



# Oak Cliff News

## Oak Cliff Represented in "Dallas"

"I welcome the plan of the magazine *Dallas* to refer to Oak Cliff activities each issue and see in the idea a trend toward closer co-operation and better understanding between these two sections of our city," declares D. B. Blaine, president of the Oak Cliff-Dallas Commercial Association.

"The magazine *Dallas* reaches the desks of Dallas business men who direct the destinies of our city's development.

"In our suburban chamber we recognize fully that Oak Cliff's growth is contingent on a well rounded development of the entire city, of which we are a part, and we feel on the other hand that as we strive for the growth of the section west of the Trinity that we are contributing not alone to a sectional development but we are having a part in the increasing greatness of Dallas.

"Our organization during its twelve years of existence has devoted itself primarily to specific projects relating to Oak Cliff and we have developed a leadership and man-power through our intensive localized incentives which could not otherwise be fully utilized.

"In those matters which originate in our section and touch the welfare east of the river directly, we realize fully the desirability of closer co-ordination and through closer relationship the possibility of happier conclusions.

"Oak Cliff is an ambitious section of the city but this ambition is not tinged with selfishness nor antipathy—even if it has sometimes been indicated through the heat of politics or controversies which have received publicity beyond their merits. We have gotten away from the old localism of the enthusiast who sloganized our section 'as a city within a city,' and prefer our newer phrase of describing Oak Cliff as that 'friendly, fast-growing, nature favored section of a great city' with the further thought that 'the growth of Oak Cliff adds to the greatness of Dallas.'"

### Commercial Association Program

Two widely divergent activities—suggestive of the scope of interests in well rounded community life and indicative of the spread of activities of the Association—have been sponsored by the Oak Cliff-Dallas Commercial Association for the close of 1931 and promise to be important factors in the Oak Cliff calendar for 1932—these activities relate to music and to business.



W. Roy Christian

As an area of Dallas which has been happily described as "a cross section of a great city with wholesome home life as the dominant note," it is only natural that music would play a notable part with a citizenship whose interests focus around home, churches and schools. Testimony to the musical interests of Oak Cliff has been given by a Dallas music house which on several occasions has made a survey of the entire city to determine the number of young people interested in band organizations with Oak Cliff standing out rather preeminently in the results.

Within the fortnight, two Oak Cliff musical groups have made their bow to the public and have added to the sizeable list of cultural organizations west of the Trinity River. These new units are the Oak Cliff-Dallas Philharmonic orchestra of seventy pieces, under the direction of A. A. Demond; and the Oak Cliff Civic Choral Club of some three-score voices under the leadership of J. B. Christian, musical director of the Cliff Temple Baptist Church. Both organizations gave their initial concerts in Oak Cliff during the week preceeding Christmas under the sponsorship of the Commercial Association. Both groups are community wide in their membership and, in fact, include talent from various sections of the city.

These newest musical units further evidence the rapid development in Oak Cliff of organized musical activities. They follow about a year after the organization of two civic junior bands sponsored by the Commercial Association and directed by G. C. Collum, well known Texas band master. The newly formed musical units begin their January re-

hearsals for concert programs to be given early in the spring, and assure a liberal calendar of community musical programs for Oak Cliff.

### Promote Better Retailing

Business must prosper in a community before music and art can flourish, it has often been pointed out. While the Commercial Association in the very nature of its purposes, as a suburban chamber of commerce, has been interested in the welfare of business in that section of the city, it remained for the close of 1931 to witness a well set up organization of Oak Cliff retail interests, organized as a ranking department of the Commercial Association.

Under the new plan, all merchant members of the Association are privileged members of the Retail Division which functions as a correlated group for the handling of problems incident to trade stimulation and improved merchandising. The Retail Division has its own Executive Committee which acts as a board of management with C. C. Cameron as chairman and George Spurgin, vice president of the Commercial Association as co-ordinator between the merchants' division and the parent organization. Prior to the more formal organization of merchant members, the participation of the Commercial Association in retail matters was handled largely as a committee activity.

Some of the proposed activities of the merchants' group during 1932 are indicated by a questionnaire developed at the first annual banquet of the division held at the Oak Cliff Y. M. C. A., with Nathan Adams as the principal speaker and attended by 150 Oak Cliff merchants.

These proposals include informal luncheons of merchants featured by outstanding speakers of wide business experience; educational programs in the evenings for salespeople; round table discussions of business problems from time to time; control of certain types of solicitations; continuance of the Annual Good Will Family Party for Oak Cliff, monthly bulletin of trade information and certain types of co-operative sales and advertising programs.

While the growth of suburban business volume has been a noticeable trend, in all metropolitan cities, it is fully appreciated by the leaders of the new division that suburban merchandising volume has only a relative place in the general picture of the city's business. The whole spirit of the activities of the division are centered on the thought that the merchant must constantly improve his methods and service in order to remain



## You Can Sell Your Product By Radio

**WRR** Gives  
World's Oldest Municipal Station You

- Low Cost
- Complete Coverage
- Best Radio Reception
- Perfect Tone Quality
- Listener Interest

Introduce Your Product to the  
Consumer Over WRR.

**JOHN THORWALD**  
STATION MANAGER  
Hilton Hotel 2-1056

TOM W. ARCHER RENE H. COX

## Archer and Cox FUNERAL HOME

300 W. DAVIS  
6-8165 — 6-8166

"Our Service Excels"

## BAR-BILT HOMES

(20 Years in Dallas)  
Let me assist you plan and finance  
your home

**JACK BARR**  
1930 Ramsey  
6-3009 3310 Commerce 7-3144

## Cliff Towers

OAK CLIFF'S  
Exclusive  
Apartment Hotel

LAWRENCE MANGOLD  
Manager 6-8114

profitably in the business picture regardless of where he might be located, and the further feeling that Oak Cliff must hold its part in the eminence of Dallas as a trading center.

• • •

### Employment Relief

"I am a bachelor and my wardrobe is about six months behind with its darning and mending needs."

This is one of the many unusual instances of opportunity for odd labor received by the Oak Cliff Employment Exchange which goes into the new year fully organized for serving as Oak Cliff's contribution towards unemployment. This free employment service, sponsored by the Commercial Association, after a careful committee survey headed by Robert Ogden, of local and national plans for community effort in emergency relief, was organized at 355 West Eighth street just prior to Christmas.

In the first few days of operation the office completed the application of 350 men and women, virtually all of whom were mainstays of family support, and placed twenty-six of these at work, twelve of whom were found permanent jobs. It is believed that these first few days of operation indicate that a substantial number of placements will be made during the anticipated three or four months of operation.

This employment enterprise has the active backing of the organized groups in Oak Cliff and the assistance of the Commissioner's Court as well as the counsel of the State Director of the U. S. Employment Service. It is predicated on the theory that a chance to earn money is preferable to charity in all cases where men and women have their health and the desire to earn their own way.

Since the Exchange is limited in its scope, its services are available only to bona fide residents west of the Trinity, and the program for stimulating and creating employment is directed to this same area of the city. The directing committee believes the enterprise will be supplementary to all the other fine agencies for relief work in Dallas sponsored by both official and voluntary groups.

As an example of the constructive possibility of the employment service from a community standpoint, it is pointed out that several men given jobs selling paint and other building materials have through their enterprise created additional jobs for painters and craftsmen. For some seasons Oak Cliff civic groups have sponsored campaigns such as remodeling and modernizing homes, the sale of rose bushes and shrubs, and these activities are expected to dove-tail in with the supply of labor. Even in the early stages of the activity the variety of occupations shown in the listing of applicants has put the

(Continued on page 18)

## Duggan-Bishop Co., Inc.

Dallas' Fast Growing  
Ford Dealer

... express appreciation to the many members of the Dallas Chamber for the part they have played in making our first year in business successful.

We will strive to make our service to you even better in 1932.

## Duggan-Bishop Co., Inc.

AUTHORIZED

SALES  SERVICE

9-3151

ZANGS AT COLORADO

## Oak Cliff Bank & Trust Co.

106 W. Jefferson

• • •

Affiliated with the  
REPUBLIC NATIONAL BANK  
& TRUST COMPANY

New Year Greetings

## R. G. FALTER

BUICK SERVICE

607 East 10th

9-4021



Atlas Metal Buildings  
for Every Building Need

**ATLAS METAL WORKS**  
DALLAS, TEXAS



# EDITORIALS



## A New Year

A new year is starting, a year of opportunity, and it will be a year of great accomplishments if we only have the faith and courage to go forward and take advantage of our great resources.

We are just finishing a period of stabilization and adjustment, and there is no question but that general business is now on a solid and firm foundation and that it is steadily improving.

Of course, there will be obstacles to overcome, but we are now in a much better position to overcome them, and then, too, there will always be obstacles, for as we advance, conditions change, but then life would indeed be uninteresting if we did not have to fight to accomplish the worthwhile things or to become a success.

We are not "ballyhooing" when we state that business is improving and as proof will cite a few examples. A recent survey shows that the unit sales volume is up to normal, and that collections are steadily improving. Our flour mills are running above normal for this time of year, some of them running full times, and a hosiery mill has enough orders to keep it going full time for several months ahead.

A recent report of the Cotton Exchange shows their sales to be nearly 400,000 bales ahead of last year.

Several concerns report that they have orders ahead of from three to thirty per cent greater than a year ago and expect to increase the number of their employees immediately.

Just recently this organization made the statement based on what we consider facts, that business was steadily improving, and one man in an effort to verify the statement found twenty-three articles proving the statement in the same paper in which the statement appeared.

The demand for agricultural commodities is steadily improving, and consequently the price is holding its own and in practically all cases going up.

Oil has gone from about 15 cents a barrel to 75 cents a barrel in the past few months.

So we could go on citing concrete examples, but we are sure that anyone who will analyze present conditions will be convinced that we are now entering a new year of sound prosperity and business expansion.

All that is needed is confidence, confidence in ourselves, our business institutions and in the future of our city and the great Southwest.

## Ingratitude

"Only he who is grateful is worthy of what he has, be it much or little, and is deserving of still greater blessings."

Only the grateful ever accomplish the worthwhile things of life, and thereby hold the confidence and respect of their fellowman. Only the grateful are doing their full share in service for their city and community. Only the grateful heart is generous.

Ingratitude has always been considered "the basest of sins."

God pity the ingrate.

## Courage

Courage is the greatest and finest attribute of man. It is something we all admire in a person and desire mostly for ourselves, and yet is often mistaken for bravado or bluff. It has many forms—the two most prominent being physical courage and mental courage—the latter being the more important of the two.

It is the one thing needed most when we encounter trouble and adversity and all other assistance fails.

It is of unlimited assistance in our business, social and spiritual life.

If we can have it and exercise it now, we need not have any doubt as to the future.

Courage was never destined for show;

It isn't a thing that can come and go;

It's written in victory and defeat

And every trial a man may meet.

It's part of his hours, his days and his years,

Back of his smiles and behind his tears.

Courage is more than a daring deed:

It's the breath of life and a strong man's creed.

—Edgar A. Guest.

## Scientific Merchandising

More scientific merchandising is the goal of all retailers for 1932. This is the concensus of opinion of more than a thousand retailers located in all parts of the United States.

The Dallas Chamber of Commerce recognizes this fact and has made plans to conduct a Merchants' Institute Course for not only the benefit of Dallas retailers but also for the benefit of all retailers located in the retail trade area of Dallas.

Henry W. Stanley, who has no peer in Merchants' Institute work in the Southwest, will conduct the meetings. Mr. Stanley is thoroughly grounded in merchandising salesmanship and advertising and he possesses the happy faculty of importing this knowledge to an audience in a most interesting and entertaining manner. He has directed the Trade Extension Division since August 1, 1931, and in every city he has made friends for Dallas and its great wholesale market.

All sessions will be held in the Adolphus Hotel, Junior Ball Room, beginning Monday evening January 4th and winding up Thursday, January 7th.

The convening time is set at 8:00 P. M. each evening and the adjournment bell will ring promptly at 10:00 P. M.

The first subject to be discussed will be "The Merchandising Outlook." The last subject will be "The Science of Business." Scattered in between will be such subjects as "The Customer," "Opening and Closing the Sale," and "Salesmanship the Keystone in the Arch of Business." There will be two subjects thoroughly reviewed at each of the four evening meetings.

Everyone who is interested in salesmanship, advertising and merchandising is cordially invited to attend these meetings. They will be absolutely free of cost. No courses will be sold and no collection will be taken.

Meet the challenge of more scientific merchandising in 1932 at the turn of the new year by attending the course conducted by this Chamber's Trade Extension Division.

# '32 is an ELECTRICAL Year!

## Make Your Manufacturing and Marketing Plans Accordingly

**D**URING 1932 manufacturers, merchants and the millions of men and women who comprise the market for commodities and services will operate upon a more nearly 100% electrical basis than ever before—due not only to the steady trend of American industries, retailers and householders to utilize more electrical service, but due also to the fact that need for greatest economy, speed, accuracy and safety urges “Do It Electrically.”

Whatever you make, you may be able to make it better at lower direct or indirect cost and at consequently lower price without sacrifice of its desirability if you study the many-fold advantages of using electric service 100% in its manufacture. Motor operated, direct-drive machines may cut power losses and maintenance costs. Electrically operated compressors, paint outfits, treating processes, conveyors, handlers, etc. may do the job better at lower cost, smaller material use and the employment of less labor and frozen capital. Higher speed production, better work and decreased spoilage or waste may result. Lower insurance premiums may be earned. Possibilities are tremendous.

Whatever you sell may be more attractively shown if played up in the consciousness of the passing public by ideal store interior lighting, better show-window illumination, better night lighting of your premises

and floodlighting of poster boards or your tube-lighted painted display boards. Certainly it is still true that “goods well displayed are half sold”—and the comparatively better display of your wares, your store and outdoor advertising gives you a great sales advantage.

But of even greater importance than these great factors is the fact that your market — practically everyone of the homes in greater Dallas — is served by electric service and houses a family that is not only already well equipped to utilize electric service, but is going to use more appliances than ever before to convert cheap electric power into work or pleasure more economically achieved by electricity.

Today the average cost of electric service in homes throughout Dallas is only 8-1/3 cents per day. Since 1913 the cost of living has gone up about 50%, while the cost of electric service has gone down at least 30%. This ob-

vious economy of electric service will be taken advantage of by Dallasites to an unprecedented extent in 1932.

Take advantage of this trend. For 1932 make your product more economically by electricity. Make it to fit a home where cooking, cooling, cleaning, washing, working, playing, recreating, reading, resting and living is on an electrical basis. And sell it under comparable merchandising conditions.

### *Attention, Dallas Electricians, Electrical Contractors, Architects and Builders.*

Whenever you contribute to the repairing, remodeling or new building of a Dallas structure of any kind for any purpose, bear in mind that the engineering service of the Dallas Power & Light Company furnishes gratis every type of expert specialized consulting assistance that you may wish—as a supplement to your own thinking—from a clearing house of all electrical problems and their varied solutions. Capitalize on this. It is not for sale to anyone. Yet it can prove a valuable adjunct to your own vital service.

*Phone 2-9321*

### ATTENTION - MERCHANTS

Your power company offers you free the services of specialists competent to assist you in any problem concerning the INDUSTRIAL, COMMERCIAL and RESIDENTIAL application of electric service. Let them help you capitalize upon the opportunity presented by this ELECTRICAL YEAR, 1932. Phone 2-9321.

## Dallas Power & Light Company



1932

# HAPPY NEW YEAR

## Alberta Hotel

Clean Rooms  
Moderate Rates  
500 N. HARWOOD 2-0404

## First National Barber and Beauty Shop

O. E. MAULDIN, Manager  
First Nat'l Bank Bldg. 2-2942

## Utility Cotton Co.

We Sell Cotton for  
Mattresses or Carded  
Cotton for Quilts.  
1100 South Austin 7-2739

## United Advertising Corp. of Texas

Out-of-Doors Advertising  
101 N. Haskell 3-1495

## McBrien Audit Co.

2617½ FLORENCE  
58-3502

## Ernst & Ernst

Accountants and  
Auditors

First Nat'l Bank Bldg.  
Dallas

## Hutchinson, Smith, Price and Harris

Certified Public Accountants  
1306 Santa Fe Bldg. Dallas

## FIDELITY UNION ABSTRACT AND TITLE CO.

1204 MAIN STREET  
Dallas 2-5405

## "Season's Greetings" Superior Burlap Bag Co., Inc.

2411 COTTONWOOD 7-5715

## Season's Greetings to All My Friends

**Thomas R. Jones**  
Oklahoma Contracting Co.  
Tower Petroleum Building

## New Year's Greetings

## E. R. BURNETT & CO.

Accountants  
and Auditors

711-712  
Tower Petroleum Bldg.

## O. Currin

Auditors and  
Accountants

(BANK SPECIALISTS)  
C. P. A. Affiliation

Dallas Bank & Trust Bldg.  
DALLAS

## NELSON & NELSON

Certified Public Accountants  
General Accounting Practice  
Specializing In  
Oil Industry Accounting  
Bank Examinations  
Income and Estate Taxes  
First National Bank Bldg. 2-2074

## Chamberlain & Jasper Attorneys-at-Law

THOMAS BUILDING

## GOLDEN & CROLEY Attorneys at Law

1107-13 PRAETORIAN BLDG.

## J. W. GORMLEY Attorney-at-Law

1108 Magnolia Bldg.  
7-1166

I Wish All My Friends a  
Prosperous and Happy  
New Year

## Henry F. Juergens

Attorney-at-Law

302 Fidelity Union Building

A Very Happy  
New Year

## Geo. D. Barnard Stationery Co.

DALLAS

## Smith Detective Agency

and  
BURGLAR ALARM  
SERVICE  
610 N. Akard St. 2-8781

## New Year's Greetings

## W. M. HOLLAND Attorney-at-Law

1919 Republic Bank Bldg.

## New Year's Greetings

## Earl E. Hurt

ATTORNEY-AT-LAW  
General Civil Practice  
State and Federal Courts  
1616-17-18 Wilson Building

## Judge Walter B. Branan Attorney-at-Law

1313 First Nat'l Bank Bldg.

Our Best Wishes for a Happy  
New Year

## Renfro, Ledbetter & McCombs

Attorneys at Law

815-20 Mercantile Building  
2-5697

## Season's Greetings

## CHASE BAG COMPANY

Bags of All Kinds

1111 S. LAMAR 2-8761

## Fairchild Aerial Surveys

Aerial Photographic  
Surveys  
Maps and Aerial Views

2102 N. Harwood Street



# NEW YEAR 1932

ings  
AND  
w  
k Bldg.

**John W. West**  
Attorney-at-Law  
Slaughter Building

Best Wishes for a Prosperous  
New Year  
**W. I. COLE**  
Architect  
CENTRAL BANK BLDG 7-6283

ACME AUTO TOP &  
BODY WORKS  
B. H. Billman, Mgr.  
2522 MAIN 7-3928

**Holtkamp Floral  
Shop**

2711 BRYAN STREET 3-1421

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AW  
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MCCORMICK  
BROMBERG, LEFTWICH &  
CARRINGTON  
Attorneys  
Magnolia Building 7-2108

Happy New Year  
**T. A. GRIFFIN**  
Railroad Excavation  
Contractor  
Mercantile Bldg. 2-6004

**Hardy's Garage**  
OPEN ALL NIGHT  
Wrecker Service  
General Repairing  
405 S. Ervay 7-3000

Happy New Year  
**Motor Parts Depot, Inc.**  
Complete Parts Service  
2204 Commerce 7-1146

Branan  
w  
Bldg.

MCNEES & ROBERTS  
Attorneys at Law  
Tower Petroleum Building  
7-8583

Happy New Year  
AMIS LBR. & WRECKING  
COMPANY  
Lumber, Doors, Sash,  
Brick, Pipe, Etc.  
2705 ROSS AVENUE 7-6081

**American Fidelity &  
Casualty Co.**  
JOHN H. AWTRY  
General Agent and  
General Counsel  
Republic Bank Bldg. 7-2776

**JOHN H. LOVE**  
General Insurance and  
Bonds  
402 Central Phone  
Bank Building 2-7018  
General Agent  
North American Accident Ins. Co.

Happy  
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Our Best Wishes for a Happy  
New Year  
**WORSHAM  
ROLLINS  
BUFORD  
RYBURN  
HINCKS**  
711 INTERURBAN BUILDING

Season's Greetings  
**Mrs. Drake's  
Sandwich Shop**  
4200 Junius 8-3633

**AVALON  
MOTOR SERVICE**  
Complete Automotive  
Repairing  
RALPH WAGNER, Service Mgr.  
"Service That Satisfies"  
Cedar Springs  
at Throckmorton 5-3131

Happy New Year  
**SEP. R. HUGHES CO.  
INSURANCE**  
Central Bank Building  
PHONE 2-2774  
"Season's Greetings and Good  
Wishes to Our Friends  
and Patrons"  
**Chapman & Rinker**  
Managers Dallas Department  
State Life Insurance Company  
of Indiana

ings  
AG  
Y  
nds  
8761

Season's Greetings  
**ARMSTRONG  
Packing Co.**  
"PIONEER PACKERS  
OF TEXAS"

A Happy New Year  
**Marvin Drug Co.**  
Main and Akard  
DALLAS

Our Best Wishes  
for a  
Happy New Year  
Earl Y. Bateman  
Valdemar T. Fearis  
E. C. Wallis

**STATE  
BROKERAGE  
CORPORATION**  
Investments  
and Securities  
Mercantile Bldg. 2-5950

Aerial Surveys, Inc.  
erial Photographic  
Surveys  
aps an Airviews  
treet

**Aerial Surveys, Inc.**  
When looking for speedy,  
special service, step into  
our spotless shop.  
J. R. DAMRON, Manager  
1007 Santa Fe Building  
2-3562

**R. H. Lewis Stables**  
Horseback Riding  
for Sport  
Exercise and Health  
Lakewood Blvd. Phone  
and Heath Street 8-5857

**LIBERTY  
Life Insurance Co.  
of Topeka**  
FLOYD B. POWELL  
Texas State Manager  
407-8 Medical Arts Bldg.  
2-3981

# JUNIOR CHAMBER NEWS

The Dallas Junior Chamber of Commerce board elected E. A. Herzog president at the first meeting of the new directors on December 17. The young insurance man succeeds Alphonso Ragland, Jr., who becomes national councilor.

Eric C. Gambrell, Archie E. Hunter and R. D. Rice were elected vice presidents. Myron Everts was elected executive secretary and C. Glenn Cole was elected treasurer.

The new officers take office January 1, 1932 and serve throughout 1932. Others on the board are Robert L. Akins, Buck Bailey, Melvin G. Campbell, Forrest F. Cannon, N. A. Easter, Johnny Harrington, Tom Hewitt, Edward J. Mosher, J. Frank Parker, Jr., Irving Pierce, W. W. Renfro, C. M. Russey, Peyton Townsend and L. G. Williams.

## Annual Report Junior Chamber of Commerce

An activity begun during 1931 was that of live stock loans. The Junior Chamber of Commerce, under the supervision of Vice-President N. A. Easter and Mr. Philip I. Palmer, spent almost \$1,000 for calves which were distributed to worthy boys of the county, the aim being to enable these boys to fatten the calves and sell them at a profit. Notes signed by responsible parties were taken, with the understanding that the boys would retire the notes upon sale of the calves.

A public relations department was created under the supervision of Director Robert L. Akins. Fine work was done by this group in elevating the opinion held of the Junior Chamber by its own membership, by leading business men, and by all Dallas citizens.

Programs led by the highest type of speakers were held weekly throughout the year. Among those who addressed the meetings were: J. Ben Critz, Gentry Dugat, Durward Howes, President of the United States Junior Chamber; Nathan Adams, Lieut. Walter Hinton, Charles A. Price, City Manager John N. Edy, Mayor Tom Bradford, Colonel Art Goebel, Judge Cavin Muse, Colonel W. H. Talbot, Wm. H. Potts, J. Hart Willis, Andrew J. Priest, Peter Molyneaux, Wm. Z. Hayes and Juan Anchondo.

The aviation committee, through the able work of Vice-President Lyman G. Thompson, Director Peyton L. Townsend and Chairman Forrest F. Cannon, held

two air shows at Love Field with a total of about 45,000 people in attendance. Junior Chamber representatives participated in the dedication of the National Air Transport passenger line from Dallas to Kansas City and Chicago, and entertained military cadets and officers on several occasions during the year.

Director Buck Bailey conducted tournaments in handball, tennis and golf. Summer playground ball was initiated as an internal organization activity and contributed materially to the cementing of friendships which facilitated an ambitious Fall program.

John L. Briggs was chairman of arrangements for the Regional Conference of the United States Junior Chamber, at which 155 delegates registered from 12 cities.

J. Howard Hayden and Ed. A. Herzog were co-chairmen of the Texas Junior Chamber of Commerce Convention, which drew 87 registered delegates. Dallas sent 6 men to the annual convention of the United States Junior Chamber of Commerce at Des Moines, where J. Howard Hayden, who had served as chairman of round table conferences, was elected on the last day as a national director. Other men at Des Moines were: Lyman G. Thompson, Eric C. Gambrell, J. Carl Keyes, Ralph E. Biggs and Alphonso Ragland, Jr.

The Junior Chamber sponsored a better garden movement among farm boys in Dallas County and gave cash prizes to the winners.

Realizing the value of inter-city contacts as builders of good will, the Junior Chamber actively engaged in Senior Chamber excursions to Marlin, Lubbock, Tyler, Fort Worth, and the East Texas oil fields, and also sent a special delegation to Mineral Wells.

Leslie A. Prichard represented the Junior Chamber as guest speaker at the Hillsboro Chamber of Commerce Banquet on April 10 and in Corsicana on September 22. His subject in each case was fire prevention.

On September 9, George O. Wilson was made the first honorary member of the Junior Chamber of Commerce under its new by-laws. This recognition was given Mr. Wilson for his transcendent service to the Dallas organization throughout its 13 years' existence.

Industrial tours, arranged by Director Robert B. Webb, were made to Procter & Gamble, Boedecker Ice Cream Com-

pany, Baylor Hospital and the Western Union Telegraph Company.

The Board of Directors in September passed a resolution offering \$1,000 to a United States Junior Chamber of Commerce trust fund upon certain conditions which would insure a minimum of \$21,000 at the start. The Dallas organization by this resolution took a definite lead in national affairs and brought much favorable publicity in many cities throughout the United States.

The public relations committee, observing the dearth of information concerning the early life of the Junior Chamber, assumed the responsibility of compiling data and writing a history. This 85-page record showing the origin and development of the Dallas Junior Chamber of Commerce is now in the archives.

Under Vice-President N. A. Easter and Director R. D. Rice, a committee composed of John D. Jacobson, chairman; Willard E. Davenport, Philip I. Palmer and Thomas F. Nash, arranged a series of bi-weekly evening discussions on current economic problems. The first two speakers were Peter Molyneaux, editor of *Texas Weekly*; and Dr. Edwin A. Elliott, head of the Department of Economics at Texas Christian University.

Director Irving Pierce supervised an old clothes campaign in which several tons of clothing were gathered, cleaned, and submitted to the Welfare Department at the City Hall for distribution to the unemployed of Dallas.

Vice-President Archie E. Hunter organized Junior Chamber teams to participate in the solicitation of funds for the Red Cross and the Community Chest.

■ ■ ■

## Employment Relief

(Continued from page 19)

Employment Exchange in a position to satisfy almost any sort of demand.

Emergency plans for the new year include a community-wide program through publicity and personal solicitation, backed by a strong list of constructive suggestions in line with the program of "made jobs" developed by President Hoover's committee on unemployment relief. These emergency programs of the Commercial Association have been cited as an instance of Oak Cliff's suburban chamber's elasticity and ability to handle problems of a growing section of Dallas.

## My Impressions

(Continued from page 8)

Dallas, in part, due to the similarity I found there to my native city of Leipzig, has won a spot in my heart. I trust I shall be able to return to Dallas in the not too distant future, as it was there that my initial opinion of your fine country was changed. I believe I have caught the feeling of progress in what you call "PIONEER SPIRIT."

■ ■ ■

## President Kramer Appoints Committees

Several weeks ago President Arthur L. Kramer appointed a committee, without public announcement, to go into a thorough investigation of social and welfare agencies as to their equipment for handling an increased drain on their resources.

After a careful study of existing agencies, combined with a survey of the economic situation and a check of the unemployed it was recommended by this committee that the Dallas Chamber of Commerce set up an organization to supply food, both in baskets and in public dining halls, to the needy of the city.

A committee headed by L. B. Denning was appointed to arrange for this distribution of food to hungry, and dining halls are now being opened in several parts of the city and relief work is already under way.

A committee, of which R. L. Thornton is chairman, is conducting a fund-raising campaign and is providing provisions for distribution through Mr. Denning's committee. An enthusiastic response by the citizens indicates that no man, woman or child will go hungry in Dallas this winter.

A third committee, L. R. Ferguson, chairman, is conducting a campaign to stimulate employment throughout the city so that work may be furnished as many people as possible. Assurance of support given this committee indicates a heavy increase in home improvement and much new building, both private and public.

■ ■ ■

OH! OH!

"Private Rooney," said the cavalry officer, "take my horse down and have him shod."

For three hours the lieutenant waited for his horse. Then, impatiently, he sent for Rooney.

"Private Rooney," he said, "where is that horse I told you to have shod?"

"Omigosh!" gasped the private, growing pale around the gills, "Omigosh! Did you say shod?"

# HERE'S THE ANSWER TO WHAT THE BETTER BUSINESS BUREAU DOES » » » »

## FOR THE MERCHANT

Makes his advertising more valuable by continually improving all advertising. Reduces unfair competition. Lowers advertising and selling costs. Promotes public confidence in his business. Informs him when his advertising is not up to standard. Calls to his attention complaints of the public against his store. Removes unjust suspicion and misunderstanding between competitors. Reports to him instances of good or bad service, thus helping to promote efficiency in his sales force. Increases the loyalty and pride of his employees in the ideals and methods of the store. Decreases the waste of money in spurious advertising methods. Turns large sums of money from fraudulent investment and merchandise schemes into legitimate business. Keeps the field clear of fraudulent merchandise schemes.

## FOR THE FINANCIAL INSTITUTIONS, REAL ESTATE AND INSURANCE GROUPS

Creates public confidence in legitimate investments and investment advertising. Builds sales resistance against fraudulent and highly speculative promotions, thereby turning millions of dollars a year into legitimate investments or into savings accounts. Makes thousands of investigations each year for customers of financial institutions. Reduces unfair competition. Lowers advertising and selling costs. Makes their advertising more valuable by continually improving all advertising. Reduces the amount of fraudulent financial schemes. Decreases the waste of money in spurious advertising media.

## FOR ADVERTISING MEDIA

Increases the value of advertising space by making advertising more truthful and thus more effective. Encourages advertising for the same reasons. Furnishes information on the reliability of prospective advertisers. Helps eliminate spurious media, thus diverting money to legitimate advertising channels. Increases public confidence in publications.

## FOR THE EMPLOYER

Gives the employer an additional opportunity to be of recognized service to his employees, thereby increasing their good will. Helps make employees more efficient by decreasing mental anxiety often caused from loss of savings through fraud. Lowers cost of production.

## FOR ALL BUSINESS

Educates the public to an understanding of the integrity of purpose and practice of honest business. Increases the financial resources available for legitimate business by promoting thrift and reducing fraud. Reduces unfair competition. Lowers advertising and selling costs.

## FOR THE WAGE EARNER

Protects his savings from worthless promotions and fraudulent merchandise schemes. Educates him on how to safeguard the money he has available for investments. Shows the "stung" investor that legitimate business is not his enemy but his friend. Better social conditions and makes him a better workman.

## FOR DALLAS

Promotes public confidence in our business community as a reliable trade center. Helps rid and keep out of the community fraudulent financial and merchandise schemes. Co-operates with and assists law enforcement bodies.

*Before You Invest—Investigate!*

*Read Before You Sign—Keep a Copy!*

ASK THE BETTER BUSINESS BUREAU OR YOUR BANKER . . . .

. . . . BETTER BUSINESS BUREAU SERVICE IS FREE TO EVERYONE



## Spalding "Facts"

Spalding was born in Chicago, Ill., Aug. 28th, 1888.

Spalding began playing the violin at seven years of age.

Spalding's principal teachers were Chiti, the famous Florentine master; Buitrago, in New York, and Lefort, in Paris.

Spalding graduated from Bologna Conservatory at the age of 14 with the highest honors ever accorded anyone since Mozart.

Spalding made his professional debut in Paris at the Noveau Theatre, and at

the invitation of Coquelin appeared with Adelina Patti at the Chalet and at once achieved a tremendous success.

Spalding made his American debut at Carnegie Hall, New York, as soloist with the New York Symphony Orchestra, Walter Damrosch, Conductor.

Spalding made his first American concert tour as soloist with the Dresden Philharmonic Orchestra.

Spalding has appeared, and been re-engaged from one to twelve times, with every leading symphony orchestra in America, and with every first-class orchestra in Europe.

Spalding appeared before the Duke and Duchess of Connaught and many other prominent persons in the British nobility at one of his concerts in Queen's Hall, London.

Spalding was invited by the French Government to make a tour of Europe as soloist with the New York Symphony, the first time any American orchestra had ever visited Europe.

Spalding is the only American violinist, and one of five world-famous violinists, who have ever appeared at the famous Scala Opera House in Milan. Some of the others were Pagannini, Sarasate and Kreisler.

Spalding cancelled \$35,000.00 worth of signed concert contracts in 1917 to enlist as a private in the aviation service and was assigned to active duty overseas where he rapidly won his promotion to Lieutenant, and the first American Ace.

Spalding, in recognition of his distinguished services as an aviator with the A. E. F. in Italy, was decorated by the Italian Government with the Cross of the Crown of Italy, the highest honors ever conferred on a foreign citizen. France has decorated him with the Cross of the Chevalier of the Legion of Honor.

Spalding is the only American violinist, and one of three, who has ever had the honor of being invited to appear as soloist with the famous Paris Conservatoire Orchestra. The others were Kreisler and Ysaye.

Spalding is recognized as one of our most noted American composers. Over fifty of his compositions have already been published. His songs, piano and violin compositions have found their place on the programs of many prominent artists.

Spalding has made, with great success, extensive concert tours of America, Canada, England, France, Italy, Holland, Belgium, Norway, Sweden, Denmark, Finland, Russia, Egypt, Spain, Cuba, etc., and everywhere his success has been continuous and phenomenal. In fact he has appeared in nearly every musical center of the universe where music plays an important part in the national life of the people, but here at home, the land of his birth, Americans naturally feel a thrill of wholly justifiable pride in being able to claim as their own an artist who has carried in triumph the banner of American art to the high place it now holds throughout the nations of the civilized world, for in Spalding is found a man in whom American character and the culture of Europe have combined to make an artist of the highest rank.

Spalding appears here on Monday, January 25th, at Fair Park Auditorium.

### THE PRESENT MARKET OFFERS ATTRACTIVE OPPORTUNITIES IN WELL SELECTED **New York Listed Stocks**

We suggest Diversified Purchases of such stocks as:

Aircraft  
Automobile  
Steel & Iron  
Farm Products  
Public Utilities  
Motion Pictures  
Electr. Equipment  
Telephone & Telegr.  
Radio & Phonograph

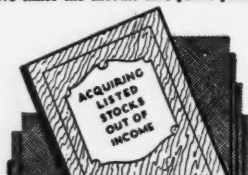


Railroad  
Natural Gas  
Refrigeration  
Food Products  
Tobacco Products  
Chemicals (Indust)  
Mining & Smelting  
Household Products  
Oil Producing & Ref.

### TAKE ADVANTAGE OF OUR **Convenient Purchase Plan** **Pay Only Small Amount Down**

TWO YEARS TIME TO PAY BALANCE  
Control five times the stock the same money would buy outright  
with five times the income and profit possibilities

This Booklet  
Sent Free  
Upon Request  
Mail  
Coupon



This Booklet  
Explains Our  
Convenient  
Purchase  
Plan

AUTHENTIC REPORTS ON LISTED STOCKS  
upon request, without charge or obligation

### MAIL THIS COUPON

Southern Texas  
**HOUSTON**  
Suite 412  
Esperson Bldg.  
Preston 6277



Northern Texas  
**DALLAS**  
Suite 1530  
Allen Bldg.  
Phone: 7-8148

Executive Offices—Kansas C'ty, Missouri—Waltower Building

Please send me booklet describing your Convenient Purchase Plan, also reports on the following stocks:

Name \_\_\_\_\_ Phone \_\_\_\_\_  
Street \_\_\_\_\_ City \_\_\_\_\_

**BUY NOW**



## Foolish Laws

The following extract from a letter written the Dallas Chamber of Commerce by J. M. Lynn (who signs himself a "stockfarmer") of Elkhart, Texas, is reprinted here without comment:

"About as much sense in this cotton law as it would be to require a farmer to have his blood tested and if it showed 90 per cent pea juice, prohibit him by law from eating any more peas.

"Before he can sell eggs for 10c a dozen require him to furnish certificate from doctors that his hens do not have tuberculosis.

"Before he can sell a gallon of butter-milk at 10 cents require him to get a supply of bath towels and bathe his cows night and morning. Keep the towels laundered and sterilize his corn stealery at milking time.

"Require him to pay a veterinary \$1.50 to examine his mules and see if they are threatened with bats.

"The judge can tell him what the law will allow him to plant and if he tries to run his own business put him in jail.

"The renter can get a half mile of bologne sausage and live on it long enough to raise 10-cent oats.

"The landlord can sell cattle at \$3.00, pigs at four bits. Keep his fences repaired and soak his land for enough to pay part of his taxes.

"Legislators draw \$10.00 per day to pass unconstitutional laws, about nine dollars and six bits too much.

"I am taxed if I got ticks on my cattle and taxed if I haven't got 'em.

"Five dollars reward offered for men that can give us 25 cents value on each dollar spent."

■ ■ ■

### KIPLING'S COMEBACK

When the report went around that Rudyard Kipling was getting a shilling a word for something he was writing, some Oxford students set about "ragging" him. Wiring Kipling a shilling, they said: "Please send us one of your words."

And right back came the answer, "Thanks."

■ ■ ■

### MONEY BACK

Customer—Last week I bought a tire cover from you, and now I want my money back.

Clerk—Why?

Customer—I put it on one of my tires and hadn't driven 10 miles before the blamed thing wore out!

# ASKEW (Ask You)

## Office Furniture Stationery and Supplies

Popular Prices . . . Big Values . . . Good Service

▲ ▲

NOW IN NEW LOCATION

# 1713-1801 Elm Street

Between Ervay and St. Paul (Near Athletic Building)

DALLAS : : : : : PHONES 7-8191 — 7-8192



Desks  
Chairs  
Tables  
Filing-  
Cabinets  
Filing-  
Supplies  
Ledgers  
Binders  
Loose Leaf  
Blank Books  
Pens  
Pencils  
Inks

# INTERNATIONAL TRUCKS

INTERNATIONAL HARVESTER COMPANY

OF AMERICA

405 SECOND AVE.

(INCORPORATED)

DALLAS



**W**ITH a sincere wish that **YOUR** ship may come in during 1932 bearing a cargo of Happiness and Prosperity . . . bringing confidence and contentment . . . better business and brighter horizons. And may Dame Fortune smile and Miss Fortune elope with D. E. Pression . . . won't that be somethin'!

## HUGH CARGO

1816 Allen Bldg.  
DALLAS



## Real Estate Consulting

« « each year the business of real estate becomes more complicated and intricate. Rentals, leases, sales, insurance and property management are distinct departments in our organization, each designed to furnish the maximum of efficient and intelligent service. Consult with us about your real estate » » »



109 Field Street Phone 7-8536

# Meeting the Needs of Business



Latest available statistics from the United States Chamber of Commerce show Dallas as ranking well up in the forefront of the larger cities of the country in well-equipped printing and engraving establishments. In fact, an analysis of figures places Dallas far ahead of many much larger Eastern cities in the quality and modernity of equipment for turning out the latest thing in books, booklets, magazines and color work. A recent article in a leading national trade journal of the printing industry states even some of the small well-equipped printing plants of Dallas are turning out a class of work that is bringing attention and recognition to them from advertising and printing circles throughout the country.

One local Direct Mail Campaign of selling a product for a local firm, has been reproduced for a manufacturer of paper and sent to all of their jobbers, as a super-product of printing craftsmanship.

Another local series of mailing pieces

was reproduced in a National Magazine with highly laudatory comments on the high sales value of the advertising and the beauty of workmanship. All of this helps to acquaint the country with what Dallas has to offer the outside World. Dallas business men will be glad to know of that recognition and some of them would be astounded to know of the high calibre of color work being turned out of some of the better equipped printing plants.

Do you know what the inside of a real print shop looks like? Did you ever make a visit to your printer's and watch your advertising matter being produced? It is most interesting to the layman to watch the various processes of composition, make-ready, run, binding, stitching, folding, and anyone dealing with printing would find it helpful to understand the various stages. You would find it very interesting and would probably learn that your printer and engraver can be a big help on your sales and merchandising problems, if you will let him.

## American Red Cross

Walter S. Gifford, president of the American Telephone and Telegraph Company, and director of the President's Organization on Unemployment Relief, urges community support everywhere for the Red Cross Roll Call:

"The American Red Cross, through its local chapters and the national organization, has its usual and important task to perform in meeting the country's needs during the coming year. We must keep this great national organization at full strength.

"As director of the President's Organization on Unemployment Relief, I earnestly urge every community to give the greatest possible support to the annual Red Cross Membership Roll Call. Every American should be glad of the opportunity to participate in the human-

itarian work of the Red Cross through individual membership."

In considering plans for the emergencies of the coming year, Dallas citizens will realize that the Red Cross has a definite part to play in meeting the community's needs through the carrying forward of its regular service program. This is in addition to the special unemployment relief work being done by a large number of chapters in deference to specific community requests. It is most important that normal Red Cross operations continue without interruption, including: Junior Red Cross, first aid, life saving, nursing, home hygiene and care of the sick, nutrition, service to disabled veterans, aid to men in the army and navy, Braille for the blind, and production.



# EXPERIENCE

This series of advertisements is sponsored by the following named firms which operate their plants on the Open Shop Plan:

## MASTER PRINTERS of DALLAS

Bennett Printing Company  
 Boyd Printing Company  
 Clarke & Courts  
 Egan Printing Company  
 Etheridge Printing Company  
 Garvin-Bonner Printing Company  
 Geyer Printing Company  
 Johnston Printing & Adv. Company  
 Merchants Ptg. Co., Com'l Printers  
 Padgett Printing Company, Inc.  
 Southwest Printing Company  
 Stevenson Printing Company  
 Texas Publication House, Inc.  
 Tigert Printing Co., Com'l Printers  
 Waller Brothers & Kenyon  
 Walraven Brothers, Inc.  
 Wilkinson Printing Company

Master Photo Engraver of Dallas  
 A. Zeese Engraving Company

Master Electrotypers of Dallas  
 Dallas Electrotype Company  
 Sam Ross McElreath

"THERE IS NO SUBSTITUTE FOR EXPERIENCE" — may well be said of the printing and allied industries. Even the finest of modern machinery and equipment cannot turn out the best product, unless *experienced* hands work at the type, make-ready and press run. Only years of *experience* can teach a craftsman the things to do or not to do, in order to create good printing.

Only *experience* in working with hundreds of customers on various selling problems, can give your printer the background that is *worth dollars to you*. Your master printer and engraver, and his salesmen, are experienced in suggesting and producing printed matter of all kinds. Ask him about layouts, paper, illustration, types, colors, copy, mailing and sales approach—he can certainly help you on all of them.

Re'y on this EXPERIENCE to save you time and money. It costs no more to deal with master craftsmen—and they offer you much more than just good printing.

CONSULT A MASTER PRINTER... HE CAN HELP YOU BUILD BUSINESS



# Detailed Population Statistics for Texas

**S**TATISTICS for the 1930 population of Texas classified as urban and rural, and by sex, color, age, marital condition, illiteracy, etc., have been issued by the Bureau of Census in a bulletin (Population—Second Series) entitled, "Composition and Characteristics of the Population." This is a pamphlet of 147 pages, 9 by 11½ inches, consisting mainly of statistical tables.

The urban population of Texas in 1930 was 2,389,348, representing an increase of 876,659, or 58.0 per cent, since 1920. The urban population formed 41.0 per cent of the total population (5,824,715), as compared with 32.4 per cent in 1920. Urban population, as defined by the Cen-

sus Bureau, is in general that residing in cities and other incorporated places having 2,500 inhabitants or more, the remainder being classified as rural.

The rural population of Texas in 1930 was 3,435,367, comprising 2,342,553 persons living on farms in rural territory, and 1,092,814 not living on farms, representing as a whole an increase of 284,828, or 9.0 per cent, as compared with the rural population in 1920 (3,150,539). The rural-farm population, taken alone, increased 76,819, or 3.4 per cent, between 1920 and 1930, while the rural-nonfarm population increased 208,009, or 23.5 per cent.

Of the entire population of Texas, 73.5 per cent are white, 71.9 per cent being native white, and 1.7 per cent foreign-born white. Of the native white population, more than three-fourths are of native parentage. Persons born in Germany formed 26.3 per cent of the 98,396 persons comprising the foreign-born white population of Texas. Of the foreign-born white population, 71.9 per cent have been naturalized.

The population of Texas as a whole increased 1,161,487, or 24.9 per cent, between 1920 and 1930. The number of children under 1 year of age showed an increase of 14,206, or 13.2 per cent, while the entire group of children under 5 years of age increased 77,261, or 14.5 per cent.

The proportion of the population 7 to 13 years of age attending school increased from 83.7 per cent in 1920 to 88.7 per cent in 1930, and of those 14 and 15 years of age, the proportion increased from 79.1 per cent in 1920 to 84.6 per cent in 1930. The percentage of illiteracy in the population 10 years of age and over decreased from 8.3 to 6.8.

Of the 2,207,118 gainful workers in the State, 1,784,100 were males, representing 60.2 per cent of the male population, and 423,018 were females, representing 14.8 per cent of the female population. Including both farm owners and farm laborers, agriculture employed 842,001 persons, 42.9 per cent of the latter being unpaid family workers; while the various manufacturing and mechanical industries employed 343,779 persons, the largest numbers being in the building industry, in chemical and allied industries, and in iron and steel industries. There were 52,023 persons engaged in the extraction of minerals; 191,615 in transportation; 305,880 in trade, including banking and insurance; 47,327 in public service (not elsewhere classified); 130,120 in professional service; and 226,026 in domestic and personal service.

In the bulletin which has just been issued there are a number of features not contained in the 1920 census reports, including a presentation of the number of gainful workers in each of about 30 industry groups, by counties; detailed age data for counties; a classification of the population of each town by color, sex, age, etc., and an extensive presentation of statistics for the rural-farm population and the rural-nonfarm population.

## WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

		BANK CLEARINGS		BANK DEBITS	
		1930	1931	1930	1931
January		\$207,852,872.08	\$165,527,152.37	\$249,792,000	\$195,534,000
February		177,426,932.40	147,866,128.21	210,891,000	168,140,000
March		190,336,355.97	156,580,354.47	280,475,000	166,796,000
April		173,552,526.66	156,428,337.23	237,646,000	162,304,000
May		169,373,159.89	150,859,964.72	204,548,000	158,469,000
June		161,405,438.23	149,625,488.57	192,763,000	157,345,000
July		160,236,652.31	142,160,231.66	188,529,000	154,639,000
August		155,351,696.51	126,210,371.13	190,588,000	136,404,000
September		191,975,911.32	149,416,604.30	221,860,000	165,516,000
October		197,420,183.33	170,699,694.65	245,193,000	197,691,000
November		163,408,483.33	144,720,223.84	190,377,000	157,206,000
December		174,024,914.81		228,246,000	
TOTAL		\$2,122,365,126.84		\$2,641,178,000	

		BUILDING PERMITS		POSTAL RECEIPTS	
		1930	1931	1930	1931
January		\$ 535,830	\$ 551,238	\$ 329,647.47	\$ 312,893.64
February		589,012	764,300	327,262.42	279,343.16
March		795,645	546,255	327,534.36	311,220.20
April		1,034,935	540,273	334,307.28	311,408.94
May		569,997	1,327,520	322,891.54	282,304.87
June		664,975	338,500	299,792.10	184,693.45
July		1,314,702	225,630	285,853.18	270,310.07
August		941,165	293,005	291,150.22	253,691.13
September		1,920,910	368,377	335,235.91	286,283.83
October		609,942	1,276,604	365,707.14	305,428.22
November		883,827	325,608	289,019.51	278,945.49
December		1,275,638		289,506.98	
TOTAL		* 19,285,559		\$3,897,908.11	

		GAS METERS		TELEPHONES	
		1930	1931	1930	1931
January		66,909	67,621	69,340	70,168
February		67,048	67,701	69,390	70,221
March		67,099	67,964	69,440	70,491
April		67,041	68,130	69,492	70,641
May		67,090	68,181	69,536	70,711
June		67,111	68,213	69,552	70,740
July		67,142	68,230	69,601	70,752
August		67,174	68,242	69,632	70,783
September		67,201	68,281	69,658	70,821
October		67,228	68,298	69,680	70,844
November		67,259	68,312	69,701	70,871
December		67,308		69,732	

\*Includes Public Utility Construction.

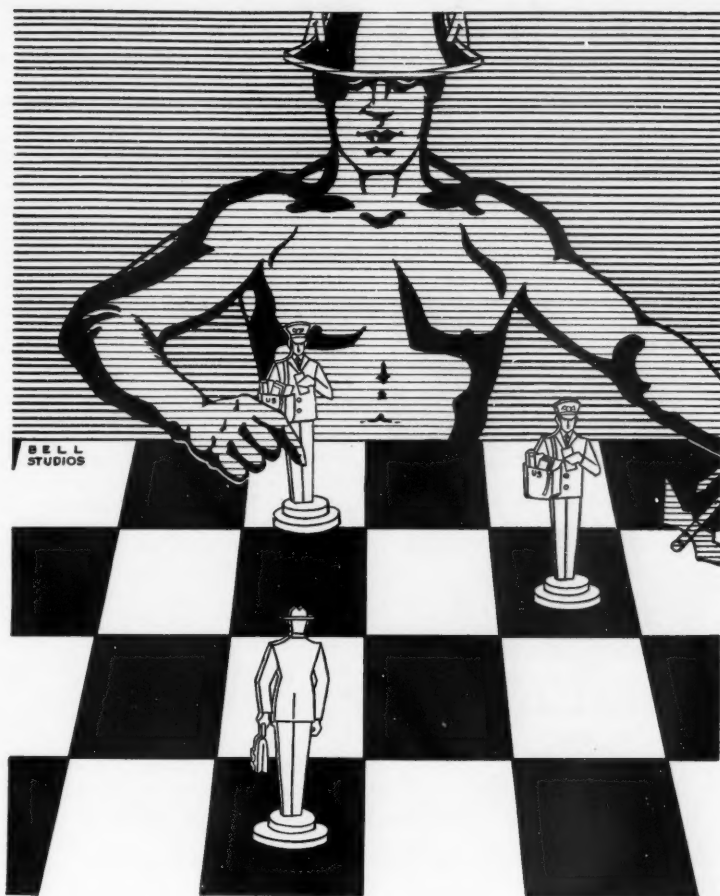
## Highway Committee Keeps Busy

Some 4 years ago the Highway Committee of the Dallas Chamber of Commerce began an active campaign for the improvement of the highways serving Dallas and leading out into her trade territory. At that time these highways were in poor condition, 5 of them having mud gaps in the adjoining counties just outside of the Dallas County line that were impassable during wet weather. Except for U. S. Highway 80 extending West through Fort Worth, which was paved to Abilene, 205 miles, no stretch of highway as much as 100 miles long was paved out of Dallas.

In order to remedy this unsatisfactory situation and promote the immediate improvement of Dallas' highway system, each member of the Committee was assigned a particular highway and directed to devote his special attention to facilitating plans for its progress by personal contact with the County Courts, the State Highway Commission and the individual communities. Under the able leadership of Mr. T. M. Cullum, as chairman up to April 1, 1931, and since that time under Mr. W. B. Marsh, such success has attended the efforts of the Committee that today all of Dallas' principal highways are paved, or are under contract for paving or have financial and other programs arranged for, which will insure their final completion within the near future. A vast amount of work has been accomplished by the Committee and much construction is now under way, or in prospect, which when completed will give to Dallas a splendid system of highways leading to all parts of the State.

The Highway Committee, as now constituted, is composed of the following members of the Chamber of Commerce, viz: W. B. Marsh, chairman; Jno. J. Simmons, vice-chairman; D. B. Blaine, W. G. Cullum, W. W. Gibbard, D. L. Irwin, Joe P. Lawther, Jeff D. Robinson, J. W. Slaughter and J. P. Stephenson. Gene Wallis is secretary and R. A. Thompson, consulting engineer.

Although the attention of the Committee has been directed principally to the improvement of the highways of Dallas County and immediate vicinity, their activities have extended to other parts of the State—particularly into what might be considered as Dallas' trade territory. The committee has at all times taken the broad general view that highway improvement in any part of Texas will result in benefits to Dallas and their services have been tendered to and



## Outsmart Competition With Direct-Mail

Gilbert T. Hodges, president of the Advertising Federation of America said recently, "A checkup of 102 large firms showed that companies that increased their advertising last year showed a 58 per cent better profit comparison than those which decreased it." In the game for profits through a healthy sales volume you are forced to outsmart all forms of competition. Every medium that will encourage sales must be used, this year, the next and all to come.

Direct-Mail is a beautiful tie-up with personal sales contact. It can be used to pave the way for a call, to explain details on a call, and to follow up a call. It can be likened to the cement that holds together the unit calls to build a wall of confidence and acceptance.

This company's salesmen, Roy Cowan, Marvin Malone and E. Poston Hamilton are able to help you produce the kind of direct-mail that will produce better profit sheets in 1932.



## Southwest Printing Company

COWAN — VAN HUSS — MALONE

"More Than Printers"

Telephone 2-9224

CONVENIENTLY LOCATED AT 917 CAMP STREET, DALLAS

# Buyers' Index

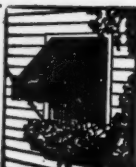
## Accountants

**Barrow, Wade, Guthrie & Co.**  
(Established 1883)

ACCOUNTANTS AND AUDITORS  
Offices in the principal cities of the  
United States, Canada and Europe  
DALLAS, TEXAS HOUSTON, TEXAS  
711 Santa Fe Bldg. 1421 Esperson Bldg.  
Telephone 7-6259 Tel. Capital 6515

## Awnings

Best Known  
Known as the Best  
Largest and Oldest Awning  
Company in Dallas  
DALLAS  
TENT & AWNING CO.  
3401 Commerce 7-2119



## Blue Prints

**JNO. J. JOHNSON**  
MAGNOLIA  
BLUE PRINTS  
PHOTOGRAPHY

## Blue Prints

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utilized by many communities outside of Dallas County in the working out of their highway problems. In this way the work of the committee may be said to have been almost State-wide in extent.

The particular problem with which the Committee has been concerned is the paving of the mud gaps referred to, on 5 of the main highways leading to Dallas, in adjoining counties just outside of the Dallas County line. At this date the paving of 2 of these gaps, viz, the Forney and Lewisville gaps, has been completed. The paving of Red Oak gap in Ellis County is now under contract and will be completed by December 1st. The grading and bridges on the Ferris-Ennis and Midlothian-Venus gaps will be completed by the end of the year and the pavement laid early in 1932.

In the furthering of the improvement of Dallas' highway system, the Highway Committee has joined with other counties and cities and with local highway associations, is promoting local bond issues for highway purposes; securing national and state designation; and in the presentation of applications for designations and financial aid before the State Highway Commission. Its services have been at the command of these organizations, including Chambers of Commerce, in all matters pertaining to the furtherance of the improvement of their highways, whether or not such highways lead directly to Dallas. Locally it has co-operated with the State and County engineers in the securing of rights-of-way and working out of their special problems.

■ ■ ■

"Madam, may I see your daughter?"  
"No! Get out and stay out."  
"But, madam, see this badge—I'm respectable. I'm a trolley conductor."  
"Oh, I'm so sorry; come in. I thought that was a fraternity pin."  
—University Hatchet.

■ ■ ■

"I wonder why it is that a fat man is always good natured?"  
"Probably because it takes him so long to get mad clear thru."—Sel.

■ ■ ■

Mose: How fas' can you all go in dat new car?  
Rastus: Ah could make two miles a minute 'cepting for one thing.  
Mose: What's dat, boy?  
Rastus: Only jes' couse de distance is too long foh de shortness of de time.  
—Fishing Gazette.

# Buyers' Index

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## What Price Service

(Continued from page 11)

and you don't need to be an economist to see how profits would be affected by this development. But the strongest argument that was advanced on this side of the question was that credit and delivery cost money. The trucks burnt gasoline and tires, and took up drivers' time. Charge accounts took capital out of profitable investments and tied it up where it could pay no interest. In these arguments, the forecasters were backed by numerous research studies into the expense of delivery and credit. The cost, they contended, would show up in the price of merchandise, and the housewife, who cares little or nothing for overhead, would compare and decide in favor of the cash and carry store.

The passing of the years has shown that both sides of this question were right, or that neither was, just as you choose. There are some people who much prefer the cash and carry grocery, while others cling to the service establishment. It seems apparent now that neither type of store will ever give way entirely to the other, unless the public taste takes an unexpected change. Both kinds of store are needed, both are in demand, and we may expect both to flourish in the same community. So evident has this become, that some grocers operate both cash and carry and credit and delivery stores. By so doing, they are catering to all types of customers.

If the argument is true that the cash and carry grocery store can sell for far lower prices than its competitors, then it would seem that this is a decisive advantage, especially at the present time. But let us look a little closer into the statement. At first blush, it seems indisputable. By the old two-and-two-makes-four reasoning that we picked up just this side of kindergarten, the credit and delivery grocer must tack on to his prices an additional amount which exactly equals the cost of those two services. So, his prices should be higher by that amount. But we have had other examples of the fallacy in this type of reasoning. On the same logic, we might suppose that the man who advertises must also add a small amount to the price of his goods to cover this expense. But the fact is that many cases could be cited in which advertising has lowered the price.

The point is that credit and delivery are not the only expenses the grocer must pay for. He has also to deal with rent, salaries, heat and light bills, interest on his capital, and a host of small outlays all of which help to make up his total overhead. When he has added all

of these together, and divided the sum by his total annual sales, he has a percentage figure that represents his cost of doing business. How much it will be depends, of course, on two things; first, his efficiency in keeping down all costs, not merely the cost of service, but of everything connected with running a store; second, the amount of business that he can draw into his store.

In this light, the matter takes on a new aspect. If the service store can draw additional business, it may well be able to offset the increased expense. Again, if the business comes at such a time as allows a more efficient use of personnel and equipment, this may make

up the difference. In the final analysis, the question is as much one of the efficiency of the merchant as of the amount of service he gives with the merchandise he sells.

The United States Bureau of Foreign and Domestic Commerce has just published a study called "Costs, Markets and methods in Grocery Retailing". It is a part of the result of the now famous National Grocery Survey made in Louisville, Kentucky. One part of the newly published report throws a great deal of light on the vexed question of cash and carry as opposed to credit and delivery.

In this grocery study, the survey men selected 26 stores and studied all phases

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of their operation intensively. They were put under the microscope of detailed research, and all of their activities were closely observed. At the same time, general statistics were taken for food outlets in all of Louisville. Now it happens that the twenty-six stores intensively studied are typical of the group offering credit and delivery. What about their expenses, not for these two services, but for everything necessary to the conduct of a store?

Their rent was a much smaller percentage of their total sales than the average figure for all of Louisville. To be exact, it was about half as much. Of course, this average includes not only

the figures for these twenty-six stores, but in addition the statistics gathered from a large number of other service stores. From the surveyors' conversations with executives of a few cash and carry organizations, it appears that rent for this type of store is far above the average, perhaps three times as much as for the credit and delivery store.

Another place in which the service store had an advantage on the cash and carry establishment was in advertising. Usually its percentage on total sales was smaller. And while credit reimbursement was found to be an element of cost in service stores, so was cash reimbursement in the cash and carry store. Unfortunately, the surveyors were not

able to gather exact figures on this subject.

Finally, there is a great opportunity for the service grocer to save money on the assembly of orders in his store. In the cash and carry store, most of the customers come in to buy during two peak periods, one in the morning, the other in the afternoon. Between these periods, the clerks have little to do in the way of selling. The store that takes orders by telephone, on the other hand, gets most of them just at the time when the store is nearly deserted. Thus the clerks who would otherwise be idle most of the time can assemble these orders, and thereby make the most efficient use of their entire working day.

No doubt a good part of the "toughness" of the service store, in the competition of the two types, is a result of these opportunities to save. It is apparent that the credit and delivery store not only will survive, but in addition can meet the cash and carry competition on a price basis. It's a difficult job, requiring close figuring and careful management. But it can be done. The Bureau of Foreign and Domestic Commerce has done a great deal of research work which helps to show the way to greater efficiency in all types of retail establishments. The results of one study of this type is the report on "Costs, Markets and Methods", from which I have just quoted, and is available at the local office of the Bureau, 602 Chamber of Commerce Bldg., Dallas.

#### ■ ■ ■ DREAM

This is a holdover from the Coolidge regime and shows traces of that economy of words which did not seriously handicap our president until he began to earn his living by the word.

Characters: Boy, Girl, Automobile.

Boy: Good morning.

Girl: Good morning.

Boy: Good driving.

Girl: Good boy?

Boy: Good girl?

Girl: Yes.

Boy: Good-by.

(Editor—Good Lord!)

—Brown Jug.

#### ■ ■ ■ TRY THIS

"You are good at conundrums—try this. Take away my first letter, take away my second letter, take away all my letters and I am still the same. What am I?"

"That's easy—you're a postman."

■ ■ ■  
"Sometimes," remarked a long-suffering parent, "I think that college-bred means a four years' loaf."—*Gold Medal News.*



## A telephone

1. Keeps you in touch with friends , ,
2. Puts your name in the directory, so friends can keep in touch with you
3. Calls doctor, police, fire department
4. Orders groceries, department store bargains, goes for the plumber , ,
5. Carries your voice to out-of-town relatives and friends.

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## Bumper Crops

Along with other bumper crops reported over the country, comes the disheartening announcement that the bumper on the car has reaped a larger toll the past year than ever. Washington statistical bureau of the American Motorists' Association reports that 117.7 persons were killed by each 100,000 registered automobiles in the United States in 1930.

This is the peak of a nine-year traffic tragedy. The estimated slaughter for 1930 based upon partial returns indicates that 31,272 persons were victims of the car bumper or automobile accidents in general. The figure in 1929 stood at 29,531.

An increase of automobile deaths of 3.3 per cent is too high. Automobiles numbered 26,501,443 in 1929. The number increased to a bare 26,523,779 in 1930. The percentage of growth in accidents was out of all proportion to the increase in cars.

In 1922 the number of fatalities was 13,676, or 112 for each 100,000 autos. In 1930 the deaths per annum more than doubled in nine years at 31,272, or 117 for each 100,000 cars. Our safety devices have not kept up to our sales. And the human element has lagged far behind the car structure.

The casualties last year were about a thousand more than Napoleon's losses at Waterloo and that meant the end of a career and the dissolution of an empire. It was one of the decisive battles of the world's history.

But we wipe out as large an army annually and begin the next year with an increasing casualty rate. The blotches of blood on the highway do not deter us.

We make great ado over little children slaughtered in gang warfare in New York City (and rightly so), but the innocents slain on the highways of the land hardly cause a thought.

The bumper crop on the big road is the biggest problem!

—Los Angeles Times.

You have probably observed from time to time that the grapefruit is one thing that manages to get itself into the public eye without the aid of the newspapers.—*Between Calls.*

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## At the Beginning of the New Year

We wish to take the opportunity to express our appreciation to our many friends for the part they have played in helping us to weather the year just closed with a very fortunate share of business.

We pledge to all of our friends that throughout the New Year we shall endeavor in every way possible to conduct our business in such a manner as to continue to merit this same friendship and patronage.

We sincerely wish that 1932 will be for you a year of improved conditions beyond your fondest expectations, and trust that you are entering the New Year with confidence and a vision of better things ahead.



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## Facing Facts

A reminder that the country has not gone to the scrap-heap entirely, in spite of the depression and unemployment, seems in order. It is a besetting vice of the average American that he is either in the clouds or in the dumps most of the time, so far as his attitude toward his economic environment is concerned. Anybody who feels impelled toward despair as a result of facing the facts of the present situation misses the point entirely. We are firmly of the conviction that in Texas, in the South, and in the United States as a whole we shall yet look back upon the present period as the time in which we made our greatest progress toward a permanent and secure prosperity. In all our history, probably in all the history of mankind, there has never been a time of such widespread searching examination of our economic fundamentals, of our arrangements in the matter of providing for our material needs. It is our faith that this will bear rich fruit in the future. It is true that this very examination of economic fundamentals, or rather the almost universal disposition to subject our economic set-up to critical analysis, is fraught with dangers. There is much ill-humor abroad in the world. Because something has happened to the world's economic machinery there is apparent a tendency to blame somebody for it and to demand revolutionary changes. But we have no fear of this danger becoming really menacing in the United States. There is no evidence that dominant American thought will ever take this direction. On the other hand there is much evidence that weaknesses in our economic structure are being scrutinized in such a spirit as must lead to their correction. We are convinced that the next ten or twenty years will be a period of economic revision throughout the United States and that as a result a more healthy economic situation than has existed anywhere hitherto will result. If economic recovery is not "just around the corner", as our perennial pollyannas are continually telling us, there is something much better ahead of us.

—Texas Weekly.

■ ■ ■

Cora: Does that rich young man of yours write convincing letters?

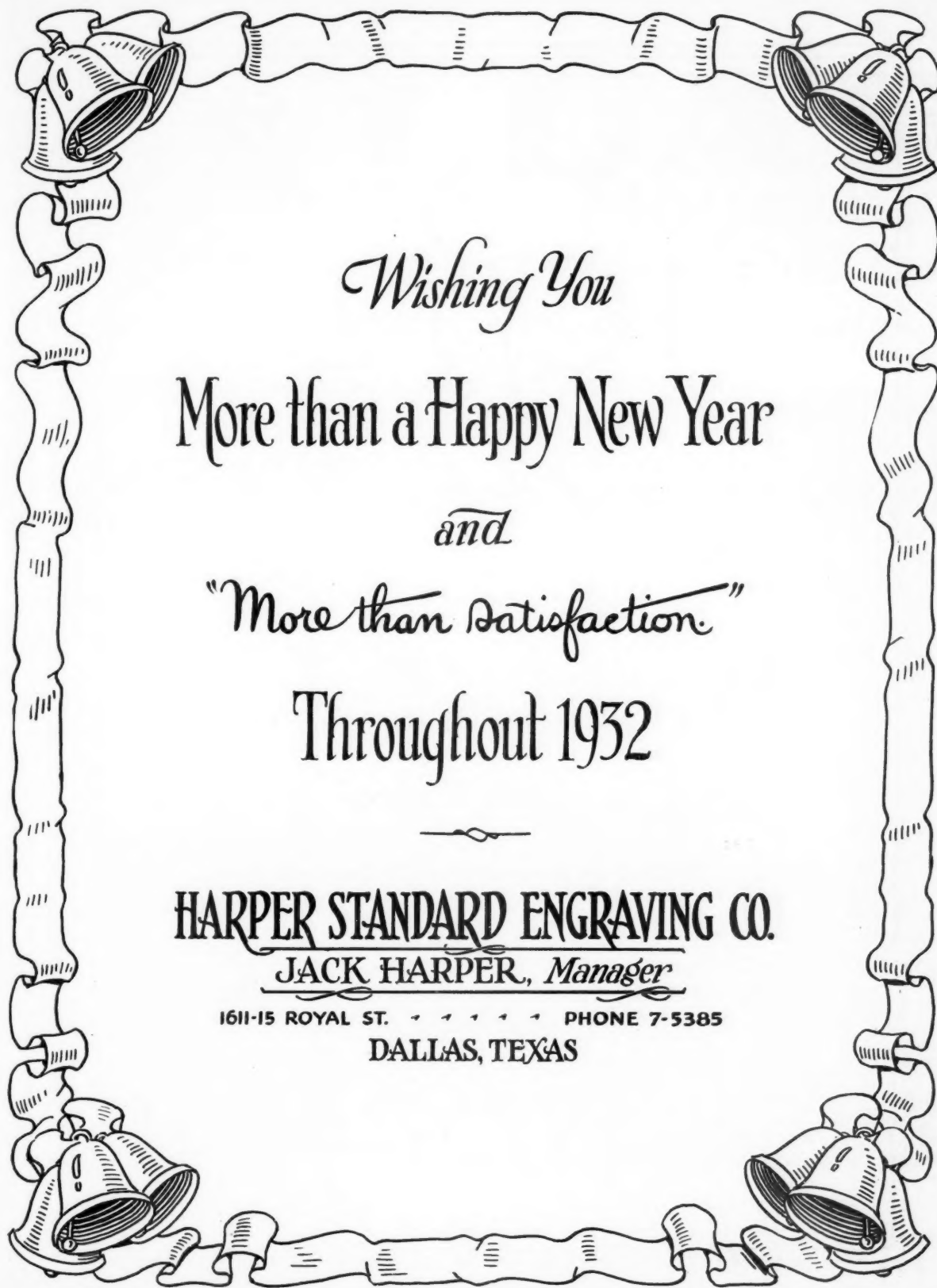
Dora: I can't say. The case hasn't gone to the jury yet.—*The Arcadian*.

■ ■ ■

"But this road," argued one taxpayer, "is pretty good as a whole."

"Indeed it is," replied the other taxpayer, "but we want to see it as a road."

—Exchange.



*Wishing You*  
More than a Happy New Year  
*and*  
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